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# MORE GOOD NEWS for Sweet Corn Growers

Sec. 562 P. L. & R.  
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PAID  
Honeoye Falls, N. Y.  
Permit No. 2

Nine  
Early-to-Late  
High-Yielding  
Tender And Sweet  
Surprisingly Uniform



Hybrid Sweet Corns Offered At Lower Prices





2,61

1526

**PEDIGREED SEEDS**

Potatoes, oats, peas,  
barley, wheat, rye,  
cabbage, field corn,  
sweet corn, field  
beans, soy beans,  
clovers and grasses.



HONEOYE FALLS, N. Y.

**FARM CHEMICALS**

Seed disinfectants,  
seed inoculants,  
fertilizers, sulphur,  
gypsum, lime,  
dust & spray materials.  
Also drain tile.

## To All Progressive Sweet Corn Growers:-

### HYBRIDS WINNING

If you have never grown hybrid sweet corns, I mean the kind produced by controlled cross pollination, you have missed something interesting and profitable. No new thing in the vegetable line has ever before won its way so rapidly. Many canners and gardeners already use hybrids exclusively.

### WHY?

The explanation is simple. Compared with old varieties of equal earliness, the leading hybrids yield 25% to 100% more; they are much more uniform in ripening and in size and type of ear; and they equal or excel in sweetness and tenderness. They have other advantages, too. Hybrid vigor enables them to better endure drouth and resist root rot. Some of the hybrids show marked resistance to Stewart's Bacterial Wilt Disease, which caused such heavy losses in '33 and which may occur again. Vigor also enables them to retain satisfactory eating quality several days longer after ripening than other sweet corns. Their greater uniformity means fewer pickings, often only one and a larger percentage of marketable ears harvested. It means fewer immature or overripe ears and more perfect ears. For marketing or canning, this uniformity is very valuable.

Scores of tests by experiment stations, seedsmen, canners and gardeners have proved these facts. In brief, the better hybrids pay better, a lot better—in fact, so much better that careful growers who have used them would not plant the old kinds again, even if the seed were furnished free.

The above statements are true of the leading hybrids but not of all the hybrids on the market today. The wonderful performance of several of the first hybrids put out, led to the introduction of scores of other hybrids, many of which are very little better than the old varieties. So in choosing sweet corn hybrids today, it is important to know the performance records.

### "HOW COME?"

For centuries, breeders have observed the usual increase in vigor resulting from crossing different lines, both in plants and in animals, but they were unable to make full use of this principle, because other important characters usually were lost in the crossing. Recently, however, plant breeders learned that by artificially inbreeding strains of corn for some years, then crossing them by controlled pollination, they usually get in the first crop remarkable "hybrid vigor" and also always the same definite and uniform characteristics. After producing hundreds of inbred strains and crossing them in thousands of different combinations, the breeders have succeeded in finding combinations of inbreds that produce vigorous hybrids that are mighty near perfection in other characters as well. Golden Cross Bantam is an example. They are called hybrid inbreds.

Sometimes an inbred strain is so prepotent that when crossed on open pollinated strains, its characters dominate in the hybrid. Such hybrids are called top-crosses. They may not equal hybrid inbreds but are much better than open-pollinated strains. Purdue Bantam (Inbred No. 1339) is used very successfully in making top-crosses.

The controlled crossing of two different corns is accomplished by planting one row of the pollen parent to every two to four rows of the seed parent. Every plant in the seed rows is kept detasselled thruout the season so that their ears are fertilized by the pollen parent. The two parent strains have to be maintained separately, and kept strictly self fertilized. Timeliness, thoroughness and everlasting watchfulness are absolutely essential.

Quaker Hill Farm was one of the first in the Country to produce commercially by controlled cross pollination this new hybrid sweet corn seed. We have gained the experience, acquired the technique, trained the help and provided the equipment for producing reliable hybrid seed.

### OUR EARLY-TO-LATE SERIES

To get the most enjoyment and profit out of sweet corn, home gardeners, roadside stand gardeners and some market gardeners should plant hybrids that will provide a continous harvest, from the earliest possible to the last of the season. Canners find it better to include hybrids that are earlier than the main crop, in order to lengthen the harvesting period and lessen weather risks. For some markets only the earliest possible corns pay well; for others the latest; and for some there are in-between periods when prices are usually highest. Our series of nine hybrids, ripening at two to four day intervals, help you plant to meet your market requirements. Our offerings and recommendations are based on careful study of numerous sweet corn trials all over the Country and reports from our customers, as well as our own experience. We believe we are offering the best and most profitable hybrids available in their respective periods of ripening.

### TWO NEW HYBRIDS

Gemcross is the newest and earliest hybrid to be offered. Its Golden Gem parent contributes earliness, uniformity and wonderful quality. Its Purdue Bantam parent contributes high yield, wilt resistance, uniformity and top quality. This hybrid deserves a place in every home and market garden, excepting possibly, sections where wilt disease is usually severe.

Bloomcross is a new hybrid a little later than Golden Cross, producing a larger ear and often a larger yield. It suits markets that emphasize size of ear.

### ORDER EARLY

Descriptions of our sweet corn hybrids and suggested planting plans are given on Page 2. Please read them carefully. Our supplies are limited and cannot be replenished. Better order promptly. See page 3 for prices.

Yours for the best in sweet corn,

K. C. LIVERMORE

## Our Hybrid Sweet Corns Yield 25% to 100% More Than The Old Favorites

### Hybrid Sweet Corns

See Prices on Page 3.

NOTE—Dates of ripening given below are approximate for our locality. They will vary with locality and with temperature and moisture supply during growing period.

**GEMCROSS P.39** 68 to 70 days here, 18 earlier than Golden Cross.  
Parents. Golden Gem and Purdue Bantam.

Ears. Mostly 12 rowed, 7" to 7½", light golden, very sweet and tender, equal to or better than Golden Cross, in quality. Type and uniformity excellent.

Wilt Resistance. Better than Golden Gem, but just how resistant not yet fully determined.

Yields. 25% to 80% better than any early open pollinated corn.

Remarks. This is the hybrid that will steal the show in 1936. It will beat all others to market, will win out at the table on quality and put more cash in the grower's pocket. Every gardener should plant some Gemcross and if wilt has not been serious in his locality it will pay him to plant 10% to 15% of his sweet corn area to Gemcross.

**SPANCROSS P.39** 72 days here, 14 earlier than Golden Cross.

Parents. Inbred Spanish Gold and Purdue Bantam.

Ears. Mostly 12 rowed, 7" to 8", bright yellow, excellent quality, very good shape and uniformity. Resembles Golden Cross and is quite different from Spanish Gold.

Wilt Resistance. Especially good. Well demonstrated.

Yields. 75% to 100% better than Spanish Gold and within 80% to 90% of Golden Cross Bantam. Many plants produce two full sized ears and some three. Stalks 5' to 6'.

Remarks. Spancross made money for our customers last year. It not only made the early markets but also sold faster and higher than competing corns. It made good as a second crop after peas, etc. It was tried and liked by canners to precede Golden Cross.

**WHIPCROSS C6.2** 74 days here, 12 earlier than Golden Cross.

Parents. Whipple's Yellow Inbreds, Conn. 6 and 2.

Ears. 12 to 16 rowed, 7" to 8", light golden, excellent table quality, very good type and uniformity.

Wilt Resistance. Excellent. Produces well under wilt conditions that would ruin Whipple's Yellow, which is very susceptible.

Yields. 25% to 100% better than Whipple's Yellow. Stalks 6'.

Remarks. Earlier and better every way than Whipple's Yellow.

**SUNCROSS P.39** 76 days here, 10 days earlier than Golden Cross.

Parents. Golden Sunshine and Purdue Bantam.

Ears. Mostly 12 rowed, 7" to 8", light golden, larger and more uniform than Golden Sunshine.

Wilt Resistance. Good. Usually 70% to 80% healthy when wilt is bad enough to make Golden Sunshine a loss.

Yields. 25% to 40% better than Sunshine. Stalks about 6'.

Remarks. This hybrid is much more profitable than any of the old favorites ripening about the same time.

**WHIPCROSS P.39** 80 days here, 6 earlier than Golden Cross.

Parents. Whipple's Yellow and Purdue Bantam.

Ears. 12 to 16 rowed, 7-½" to 8-½", beautiful golden, larger, better type and much more uniform than Whipple's Yellow.

Wilt Resistance. Excellent, 90% healthy under bad conditions.

Yields. 25% to 60% better than Whipple's Yellow, and 50% to 100% better than Golden Bantam. Stalks 6' to 7'.

Remarks. Enough said.

**BANCROSS P.39** 84 days here, 2 days earlier than Golden Cross.

Parents. Golden Bantam and Purdue Bantam.

Ears. 12 rowed, 7½" to 8½", true Bantam color and Bantam sweetness, more attractive because of larger ears, smaller kernels and uniformity.

Wilt Resistance. Very good, 80% to 90% healthy plants under wilt conditions where Golden Bantam would have only 50% or less.

Yields. 50% to 80% better than Golden Bantam. Stalks 6' to 7'.

Remarks. Our Bancross P.39 yields very close to Golden Cross and is equal in quality. It is a good substitute for Golden Cross.

**GOLDEN CROSS BANTAM** 86 days here, 6 days later than Golden Bantam.

Parents. Purdue Bantam Inbreds 39 and 51.

Ears. 12 rowed, 7½" to 8½", light golden, ideal type, good size yet not too large, very uniform, and exceptionally attractive. Out-sells all other corns. Very high percentage marketable. Kernels narrower and deeper than Golden Bantam, very tender and sweet.

Wilt Resistance. Practically 100% resistant to wilt disease. Makes nearly a full crop when other varieties fail completely.

Yields. Usually 50% to 100% better than any open pollinated corns ripening as early or earlier. Many plants produce two full sized ears ripening together. Stalks 6' to 7'.

Remarks. It is the general opinion that Golden Cross ranks first in both yield and quality. It yields amazingly well under very difficult conditions of wilt or drouth. It holds good market quality longer after ripening than most corns. It is the ideal corn for canners, home gardeners and most market gardeners.

**BLOOMCROSS P.39** 88 days here, 2 days later than Golden Cross.

Parents. Bloomsdale Golden and Purdue Bantam.

Ears. Mostly 12 rowed, 8" to 9", largest of these hybrids, bright yellow, good type, quite uniform. Quality good but not quite equal to the others.

Wilt Resistance. Very high.

Yields. About equal to Golden Cross in weight, not quite in dozens of ears. Stalks 7' to 9'.

Remarks. This new hybrid will suit markets that want large ears. It should interest canners also.

**REDGREEN** 92 days here.

Parents. Conn. Inbreds 77 and 78.

Ears. 12 to 14 rowed, 8" to 9", pure white, Evergreen type, great uniformity, sweetest and tenderest of all white corns. Attractive and distinctive red and green husk coloring is a sales help.

Wilt Resistance. Not good. Should not be grown in wilt areas.

Yields. 25% to 50% better than Stowell's Evergreen where there is no wilt. Two good ears on nearly every stalk if well spaced. Stalks 7' to 9'.

Remarks. A delicious corn for late harvest. Profitable for gardeners or canners outside the wilt areas.

### Hybrids Good Only For First Crop

The amazingly better results from hybrid seed are secured only in the first crop. Later crops are less vigorous, more variable and quickly drop back to the level of their parent strains. It is necessary therefore, in order to get maximum results, to use each year seed that was produced by controlled cross pollination.

### Do Not Plant Too Thickly

Most of the hybrid seed is smaller than Golden Bantam and the rates of planting should be decreased accordingly. While the hybrids are extra vigorous, they must have at least normal spacing to do their best. If your stand is too thick, be sure to thin it.

### Pop Corn

See Prices on Page 3

Two varieties of pop corn lead all others in tenderness and tastiness. Since they are different, we offer both.

**SOUTH AMERICAN YELLOW**, (also called Dynamite, Yellow Giant, Mushroom and other trade names). Comparatively large yellow kernels on 7" to 8" ears. Stalks 7' to 9'. Very good yielder. Popping qualities are excellent. Popped kernel is very large, creamy yellow, good flavor, tender and relatively free from hulls.

**JAPANESE HULLESS**, (also called Japanese Rice, Australian Hulless). Pointed, somewhat rice shaped, pearly kernel, thumb shaped ears about 4" long, sometimes flattened at upper end. Stalks dwarf. Low yielder. A wonderful popper making 50% more bulk per pound than White Rice. Popped kernels are snow white, very tender and nearly hullless. Not quite so large as the Yellow.

### Family Garden Assortment

Here is a package of assorted sweet corn seeds that will provide an average family with an abundance of delicious fresh sweet corn from early summer till fall and some to can and plenty to pop through the winter. It includes ¼ lb. each of Gemcross, Suncross, Whipcress P.39, and South American Yellow pop corn and 1½ lbs. of Golden Cross, with directions for planting. Price \$1.00 post paid 600 miles.

These packages made a great hit last year. Send them as gifts to your gardening friends. They will thank you all the year.

### Planting Suggestions

Early market prices usually are highest. To make the most of them we suggest two or three small successive plantings of Gemcross before weather conditions are quite safe. Select early ground. Use our treated seed. Do not plant too deep. When conditions are safe, plant at one time all the Gemcross and Spancross you can pick and sell in 6 to 10 days. If any of the first plantings is lost, replant with any yellow corn or other crop. One of these plantings on the market ahead of the crowd will more than repay the labor and seed lost on several.

For a continuous supply, make at least one planting of Gemcross a few days before the safe date. Then, when it is safe, plant at one time equal areas of Gemcross, Spancross, Whipcress C6.2, Suncross, Whipcress P39, Bancross, Golden Cross and Bloomcross.

Each area should be what you want to pick and sell in a 3 to 5 day period. Then at 3 to 5 day intervals plant additional areas of Bancross, Golden Cross or Bloomcross, up to 90 days from your fall freezing date. This will give as continuous a supply as can be arranged, of fresh, delicious and attractive corn that will win and hold your customers.

If your late markets are extra good, play for them with several plantings of Golden Cross from 100 to 80 days before the fall freezing date or with 2nd plantings of Gemcross or Spancross 80 to 70 days before that date.

Our Potatoes, Grains, Cabbages And Beans Are Leaders Also



## PEDIGREED SEEDS

## PRICES - FEB. 1, 1936

## FARM CHEMICALS

Prices include bags or other containers and loading on cars or trucks. They are subject to change without notice. If lower when your order is received, difference will be refunded, if higher you will be notified and may pay difference or change or cancel order.

Terms: 2% discount allowed on orders paid in full by Feb. 20th or 1% by March 20th. Otherwise at least 20% payment must accompany order and balance be paid before shipment or on arrival, plus collection fees.

We guarantee goods to be as represented and to arrive in satisfactory condition. They should be examined immediately on arrival and not accepted if not satisfactory. We will take back and replace if possible or refund if preferred. We do our utmost to avoid mistakes, but when they do occur we want to make them right. However, we cannot and do not assume any responsibility for crops grown from our seeds because so many other factors affect them.

## SWEET CORN ALL HYBRIDS LISTED PAGE 2

Post-paid 600 miles, 1/4 lb. 15c; 1/2 lb. 25c; 1 lb. 40c; 2 to 19 lbs. 35c per lb.; Freight collect, 20 to 99 lbs. 28c, 100 lbs. or more 27c per lb.

## POP CORN BOTH VARIETIES LISTED PAGE 2

Post-paid 600 miles, 1/4 lb. 15c; 1/2 lb. 20c; 1 lb. 25c; 2 to 19 lbs. 20c per lb.; Freight collect, 20 to 99 lbs. 15c; 100 lbs. or more, 13c per lb.

## OATS Sacked 3 bu. per bag Per bu. 32 lbs.

30 BU. OR MORE 5c LESS	Not Certified	Certified
CORNELLIAN .....	\$ .75	\$ .80
ITHACAN .....	\$ .75	\$ .80
UPRIGHT .....	\$ .75	\$ .80
LENROC .....		\$1.00

## BARLEY Sacked 2 bu. per bag Per bu. 48 lbs.

30 BU. OR MORE 5c LESS	Not Certified	Certified
ALPHA, 2 rowed .....	\$ .95	\$1.00
WISCONSIN 38, 6 rowed .....	\$ .95	\$1.00

## FIELD PEAS Per bu. 60 lbs.

10 BU. OR MORE 10c LESS  
O. A. C. No. 181 ..... \$2.80  
A new and better pea, tested disease free

## MIXTURES Per bag 2 1/2 bus.

10 BAGS OR MORE 20c LESS	
OATS & BARLEY, 100 lbs. ....	\$2.15
Cornellian 40 lbs. Alpha 60 lbs.	
PEAS, OATS & BARLEY, 110 lbs. ....	\$3.10
Peas 30 lb., Cor. 32 lb., Alp. 48 lb.	
PEAS & OATS, 108 lbs. ....	\$3.95
Peas 60 lb., Upright Oats 48 lb.	

## SPRING WHEAT Per bu. 60 lbs.

10 BUS. OR MORE 5c LESS  
MARQUIS ..... \$2.25

## BUCKWHEAT Per bu. 48 lbs.

JAPANESE .....	\$1.20
SILVER HULL .....	\$1.20

## FIELD CORN Per bu. 56 lbs.

10 BUS. OR MORE 10c LESS  
For less than 1 bu. add 10c to amount

WEST BRANCH SWEEPSTAKES .....	\$2.20
IMPROVED LEAMING .....	\$1.95
QUAKER HILL CORNELL No. 11 .....	\$2.20
CORNELL 29-3 HYBRID .....	\$4.00
SHEFFIELD FLINT .....	\$2.80
YATES FLINT .....	\$2.80
LAWRENCE FLINT .....	\$2.30

## POTATOES Per bu. 60 lbs.

All F. O. B. here except as noted  
In many cases we can deliver truck loads to your door at car load freight rates. Frequently orders of 50 bu. or more can be combined to make truck loads. Ask about delivering your order.

## 50 BU. OR MORE 5c LESS Not Certified

P. E. I. COBBLERS .....	\$1.70
" " " f.o.b. Newark, N. J. ....	\$1.55
P. E. I. seed sacked 2 1/2 bu.; N. Y. seed 2 bu. ....	
N. Y. COBBLERS .....	\$1.15
N. Y. MOUNTAINS .....	\$1.10 \$1.30
N. Y. RUSSET RURALS .....	\$1.00 \$1.20
N. Y. WHITE RURALS .....	\$1.10 \$1.30
MICH. RUSSET RURALS .....	\$1.60

Small sizes at same prices. Resorted pickouts 25c less.

## SOY BEANS Per bu. 60 lbs.

10 BUS. OR MORE 10c LESS	
CAYUGA, new ,early .....	\$2.00
WILSON .....	\$1.90
MANCHU .....	\$1.80

## FIELD BEANS CHOICE HAND PICKED

10 BAGS OR MORE 15c LESS	Per Cwt.
For less than full bag add 20c to amt.	
ROBUST PEA .....	\$2.75
GENESEE PEA .....	\$3.00
HONEOYE PEA .....	\$3.00
PERRY MARROW .....	\$4.50
YELLOW EYE .....	\$4.50
CHILI RED KIDNEY .....	\$7.00
CALIFORNIA RED KIDNEY .....	\$8.00
FRENCH'S WHITE KIDNEY .....	\$5.00

## CABBAGE Hot Water and Semesan Treated Per lb.

(Postage Paid)	Pkt.	Oz.	1/4 to 1 lb.	5 lbs.
Louisiana Copenhagen ..	.20	.60	\$6.00	\$5.50
Golden Acre .....	.15	.40	\$4.00	\$3.50
Copenhagen Market .....	.15	.40	\$4.00	\$3.50
Glory of Enkhuisen .....	.15	.40	\$4.00	\$3.50
Quaker Hill Danish .....	.20	.60	\$6.00	\$5.50
Reed's Red Danish .....	.20	.60	\$6.00	\$5.50

## ALFALFA 60 lbs. per bu. Per lb.

300 lbs. OR MORE 1/4c LESS  
HARDY NORTHWESTERN, 99.50% .. \$19 1/2  
IDAHO GRIMM, 99.50% ..... \$22

## CLOVER 60 lbs. per bu. Per lb.

300 lbs. OR MORE ¼c LESS	
MEDIUM RED, 99.50% .....	\$ .22
MAMMOTH RED, 99.50% .....	\$ .23
FANCY ALSIKE, 98.40% .....	\$ .24½
W. B. SWEET CLOVER, 99.50% .....	\$ .07
WHITE DUTCH CLOVER .....	\$ .28
KENT WILD WHITE CLOVER .....	\$1.10

## TIMOTHY 45 lbs. per bu. Per lb.

200 lbs. or MORE 1/4c LESS  
BEST DOMESTIC, 99.60% ..... \$ .05

## TIMOTHY & ALSIKE

200 lbs. OR MORE 1/4c LESS  
NATURAL MIXTURE, Lot A, 20% .... \$ .08 1/2  
Alsike, not over 1/2% weeds

## MISCELLANEOUS Per lb.

SPECIAL PRICES ON 100 LBS. OR MORE	
RED TOP .....	\$ .11
KENTUCKY BLUE .....	\$ .15
ORCHARD GRASS .....	\$ .16
JAPANESE MILLET .....	\$ .03
SUDAN GRASS .....	\$ .05
RAPE, DWARF ESSEX .....	\$ .07
SPRING VETCH .....	\$ .06
HAIRY VETCH .....	\$ .14
SORGHUM .....	\$ .05
PERENNIAL RYE GRASS .....	\$ .14
CORNELL PASTURE MIXT. per lb. ....	\$ .18
Per Cornell Specifications	

SPECIAL DELIVERED PRICES ON TRUCK LOADS OR CAR LOADS

## SEED TREATING MATERIALS

ALL POSTAGE PAID EXCEPT AS NOTED

### Nitragin Legume Inoculants:—

Culture A for Alfalfa, Sweet Clover, 1/2 bu. size 35c, 1 bu. size 60c.  
Culture B for Medium, Mammoth, Alsike, White and Crimson Clovers, 1/2 bu. size 35c, 1 bu. size 60c.  
Culture C for Vetches, Field Peas and Garden Peas, 1/2 bu. size 30c, 1 bu. size 45c, 5 bu. size \$2.00.  
Culture S for Soy Beans, 1 bu. size 35c, 5 bu. size \$1.25.

Stanley's Crow Repellent, freight or express collect.

Half pint, treats 1 bu., 60c, pint \$1.00, quart \$1.75.

Corrosive Sublimate, freight or express collect. For potatoes, cabbage, etc., in 1/4 lb. boxes, 1/4 lb. 40c, 1-4 lbs. \$1.40, 5 lbs. up \$1.20 per lb. Special prices on larger quantities in bulk.

Ceresan for oats, barley, wheat, 1 lb. treats 32 bu., 1 lbs. 75c, 5 lbs. \$3.00.

Semesan Jr. for corn, 2 oz. per bu., 4 oz. 35c, 1-4 lbs. \$1.00, 5 lbs. \$4.75.

Semesan for vegetable and flower seeds and bulbs, 2 oz. 50c, 1 lb. \$2.50.

Semesan Bel for potatoes, 1 lb. per 60 to 80 bus., 4 oz. 50c, 1 lb. \$1.65, 5 lbs. \$7.00.

Yellow Oxide of Mercury for potatoes, 1 lb. treats 150 bus., 1/2 lb. \$1.00, 1-4 lbs. \$1.80, 5 lbs. up \$1.70 per lb.

Calomel for cabbage, turnip, radish, 1/2 lb. 95c, 1-4 lbs. \$1.65, 5 lbs. up \$1.55 per lb.

Red Oxide of Copper for spinach, beets, 1/2 lb. 45c, 1-4 lbs. 65c, 5 lbs. up 55c per lb.

Zinc Oxide for seed beds, 1/2-1 oz. per sq. ft., 1-9 lbs. 20c, 10-49 lbs. 15c per lb., postage paid. Freight collect 50 lb. bags \$5.00, ton \$140.00.

Copper Carbonate for wheat, 1 lb. to 6 bus., 1-4 lbs. 40c, 5 lbs. up 30c per lb.

PRICES OF FERTILIZERS AND OTHER FARM CHEMICALS WILL BE SENT ON REQUEST.



# ORDER FORM

K. C. LIVERMORE, Honeoye Falls, N. Y. Dear Friend:— I wish to order the following:

..... lbs. ....	@.....	per lb. \$.....
..... lbs. ....	@.....	per lb. \$.....
..... lbs. ....	@.....	per lb. \$.....
.....	@.....	per \$.....
.....	@.....	per \$.....

Total \$.....

TERMS: Cash with order, less 2% up to Feb. 20th, less 1% up to March 20th, net thereafter;

or 20% payment with order and balance before shipment or on arrival with collection fees added.

Check  
or M. O. \$.....

Ship to (person) ..... P. O. .... State.....

Freight or express station ..... State..... Railroad.....

Shipping instructions .....

Name and address of person ordering, if different from above .....

## Think This Over

The Proven Facts are: —

1. Yields 25% to over 100% better are secured from the hybrid sweet corn seed described herein, than from such old favorites as Golden Bantam, Whipple's Yellow, Golden Sunshine and nearly all early and midseason open pollinated varieties.

2. These hybrids are much more uniform in size and shape of ears and in ripening. This means less labor for picking and sorting, a higher proportion of marketable ears, easier selling and better prices.

3. If wilt disease should be as bad this season as it was in '33 (and it can be) thousands of acres of susceptible varieties will be 50% to 100% failures while the resistant hybrids offered here will make 50% to 100% full crop.

Considering these facts, is it good business for any grower to plant the lower yielding open pollinated varieties or wilt susceptible varieties? Is it good business for any canner to furnish such seed to his growers? Is it good business for any seedsman to encourage his customers to plant them?